

*The Golden Anniversary of the Super Bowl: A Legacy 50 Years in the Making*

**An Honors Thesis (HONR 499)**

**by**

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## The Golden Anniversary of the Super Bowl: A Legacy 50 Years in the Making

### Abstract

Originally known as the AFL-NFL World Championship Game, the Super Bowl has grown to become one of the largest sports spectacles in the United States. Cities across the country compete for the right to host this prestigious event. The reputation of such an occasion has caused an increase in demand and price for tickets, making attendance nearly impossible for the average fan. As a result, the National Football League has implemented free events for local residents and out-of-town visitors. This, along with broadcasting the game, creates an inclusive environment for all fans, leaving a lasting legacy in the world of professional sports. This paper explores the growth of the Super Bowl from a novelty game to one of the country's most popular professional sporting events.

### Acknowledgements

First, and foremost, I would like to thank my parents for their unending support. Thank you for allowing me to try new things and learn from my mistakes. Most importantly, thank you for believing that I have the ability to achieve anything I desire.

Second, I would like to thank my brother for being an incredible role model. Thank you for fueling my competitive side and introducing me to the world of sports. Thank you for not letting me win all the time and teaching me how to lose with grace.

Next, I would like to thank my grandfather for introducing me to the game of football. Thank you for giving me a team to cheer for and the driving force to learn the game. Thank you for helping me find one of my greatest passions.

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Sports have always been a favorite American pastime, particularly the sport of football. Every Sunday, between September and February, millions of people find themselves in front of a television ready to watch their favorite team battle it out with another. Games broadcasted on CBS, FOX, NBC, and ESPN are among the highest rated programs each year. In a 2011 study, two out of every three U.S. adults admitted to watching football, which is roughly 212.6 million Americans ("2 in 3 Adults Watch NFL"). Despite its continued popularity today, the game of football has not always been successful or prominent in American society.

American football began as a modified version of soccer and rugby, with the first game being played in 1869 between Rutgers and Princeton. It was not until 1876 that the game's own set of rules was established ("NFL History"). Walter Camp, a halfback and captain at Yale, is now known as the "Father of American Football." Through the implementation of these new rules, he was vital in creating the line of scrimmage, 11-man team, signal-calling, and the quarterback position. He also is credited with the concept of downs ("Walter 'The Father of Football' Camp"). Although this newly established sport began to gain popularity among local athletic clubs, it was still primarily recreational. As competition and prominence continued to grow, the recreational nature of football soon changed.

On November 12, 1892, William Heffelfinger became the first professional football player after being paid \$500 (roughly \$12,740.75 in 2015 dollars) by the Allegheny Athletic Association (AAA) football team ("NFL History"; Crawford, Church, and Akin 70). Evidence of this transaction can be found in what is now deemed as "pro football's birth certificate," an expense accounting sheet of the AAA. Some experts believe there may have been other players being paid to play the game before 1892, but this document provided irrefutable proof of the cash exchange. One year later, the Pittsburgh Athletic Club (PAC) would offer the first



professional football contract to halfback Grant Dibert. This would ultimately set a precedent for decades to come ("NFL History").

Before becoming the National Football League, the NFL was known as the American Professional Football Association (APFA). The inaugural season took place in 1920 with a total of 14 teams from Ohio, New York, Illinois, and Indiana, including a team from Muncie. On September 26, 1920, The APFA played its first ever game in Rock Island, Illinois. It was not until the APFA rebranded itself as the NFL in 1922 that official statistics were recorded and the number of games played was determined. Despite early struggles to profit and elicit attention from fans, the NFL has prospered exponentially since 1922. Just four years later, the NFL would see the arrival of a second football league known as the American Football League (AFL). Finding success in the AFL proved difficult. After a single season, the organization folded while the NFL continued to grow. In 1936, a second attempt was made to form the AFL, but, once again, a second league was unable to sustain itself long-term. Following another failure in 1941, the AFL finally became a significant rival to the NFL in 1959 ("NFL History").

As is true of most rivalries, tensions between the two leagues began to rise. Separate championship games were held for each league along with their own drafts. Not only were both the NFL and AFL competing for the best players, but competition for television rights and fan bases was also present. After several legal battles between the two, talks of an AFL-NFL merger began to surface. Under the merger, the two leagues would combine, forming an expanded league. The new league would be divided into two separate conferences, the National Football Conference and American Football Conference, each with separate schedules. Although the AFL-NFL merger would not be official until 1970, the two groups decided upon an annual championship game between the two conferences. This would be known as the AFL-NFL

World Championship Game, or as it would be nicknamed, the Super Bowl. This championship game tradition would continue for the next 50 years, becoming the largest sports spectacle in the United States ("NFL History").

Beginning in 1967 and continuing today, cities across the United States and Canada participate in a bidding contest for the right to host the Super Bowl. The host city is voted upon by the owners, and, in most cases, it is selected three to five years in advance. After an extensive application process, cities selected as finalists must receive two-thirds or approximately 22 of the 32 votes. If this threshold is not reached in the first round of voting, the city with the fewest votes drops out and the owners cast their ballots again. This process is repeated until a site is chosen (*Super Bowl LII* 14). In the earliest years, host stadiums were found primarily on college campuses. These were ideal locations in the eyes of the NFL because of their large seating capacities and favorable weather conditions. Twenty-three of the first 25 Super Bowls were held in Florida, California, or Louisiana. New Orleans and Miami have hosted the Super Bowl ten times, more than any other cities in the Super Bowl era ("Super Bowl History"). In more recent years, host cities have been spread across the United States from East Rutherford, New Jersey to Glendale, Arizona. Earning the right to host this prestigious event, however, is anything but easy.

At the most basic level, the NFL has established eight extremely specific requirements to host the Super Bowl. They are as follows:

1. Unless the game is played indoors, the city must have an average temperature of 50°F in February.
2. The stadium's maximum capacity must be 70,000 or above.
3. There must be space on site for 10 photo trailers and 40 television trucks.



4. The city must have 600,000 square feet of exhibit space available for fan events.
5. High-end hotels must be available for teams and the NFL.
6. An additional 50,000 square of space for news media is required.
7. There must be enough hotel rooms within a one-hour drive to accommodate 35% of the stadium's capacity.
8. Separate practice facilities for each team.

The NFL has the right to make exceptions when determining a host city (*Super Bowl LII* 17-20). The best example of this occurred during Super Bowl XLVIII. During the May 2010 owner's meeting, for the first time in Super Bowl history, East Rutherford, New Jersey, a cold weather city with an open-air stadium, would earn the rights to a Super Bowl bid. The NFL often rewards cities for building a new or renovating an existing stadium ("Super Bowl History"). As a result, cities that were not previously considered to host now have an opportunity to hold one of the largest spectacles in sports.

Accommodating a large event such as the Super Bowl does not come without its obstacles. The NFL claims a massive economic impact, but are they accurate? Typical economic estimates range from \$300-\$400 million. For Super Bowl XXXIII in Miami Gardens, Florida, the NFL predicted Miami's metropolitan area would see an economic impact of roughly \$393 million (*Super Bowl XXXIII*). In an article in *European Sport Management Quarterly*, Victor Matheson and Robert Baade used econometrics to test the NFL's claim. Both Matheson and Baade found the NFL's estimate to both be heavily biased and highly unlikely. The probability of realizing the economic impact of the NFL's estimated \$300-\$400 million is only 6.87%. In reality, there is a 77% chance the city will simply breakeven (372). According to Matheson and Baade, economic factors such as "the crowding-out, substitution, and leakages

effects can explain the large discrepancy between the observed and actual economic growth and the NFL's claims" (372). While the Super Bowl attracts out-of-town visitors, local citizens typically do not reap the benefits. In fact, they often must endure the heavy costs associated with hosting such an event, particularly when the building of a new stadium is involved (373).

Risk management plays a significant role in the planning and execution of a Super Bowl. Experts in this discipline must actively assess risk and the possible outcomes stemming from them. While risk management is in no way a new concept in sporting events, the 2012 Super Bowl in Indianapolis, Indiana introduced a new method to assess these risks. Using this new method, known as Enterprise Risk Management (ERM), the Risk Management Committee built a series of interconnected plans to mitigate risk. ERM also helped Committee Members differentiate between event and business risk. Event risk encompasses nonfinancial risks, while the opposite is true of business risk. For the Super Bowl specifically, business risk plays a secondary role. Because there is such a heavy emphasis on the nonfinancial risks, typical risk management strategies such as purchasing insurance are not viable. Due to the unavoidable nature of many event risks, the Risk Management Committee relied heavily on preparation and contingency planning (Stramello and Saltsgaver 40).

Safety of spectators, visiting fans, vendors and the facility are among the common risks faced by Super Bowl host cities. For Indianapolis, two risks, in particular, were at the forefront of concerns for the Host Committee. First, following 2011's Super Bowl XLV, labor disputes broke out among the NFL and the National Football League Players Association (NFLPA). The potential postponement or cancellation of Super Bowl XLVI posed a problem for Indiana's capital. In this particular case, the risk-to-time relationship was excruciatingly strong. Despite having no control over the settling of the labor disputes, the Risk Management Committee



planned for the possible repercussions if an agreement was not reached. On August 4, 2011, the NFL and NFLPA approved a new collective bargaining agreement, diminishing all risk associated with the postponement or cancellation of Super Bowl XLVI (Stramello and Saltsgaver 40).

Indiana's weather is often described as erratic and unpredictable. This constituted another major risk for Indianapolis. Weather is uncontrollable, but through its contingency planning, the city focused on how to handle the possibility of inclement weather, including snow and unusually low temperatures. Surprisingly, the weather cooperated so well that nearly 1.1 million visitors, more than double the anticipated number, meandered through Super Bowl Village and its surrounding areas. Understanding and preparing for these risks, and the many others, paved way for a successful and well-received Super Bowl XLVI (Stramello and Saltsgaver 41).

Super Bowl tickets are highly sought after in today's market, but this has not always been the case. Forty-nine out of the 50 Super Bowls were sellouts. Super Bowl I was the only Super Bowl not played in front of a sold-out crowd and was also the lowest attended "big game" in history. Roughly 61,946 fans attended the game, a figure lower than the attendance at the regular season game between the Green Bay Packers and Los Angeles Rams just one month earlier. Many people cited high ticket prices with an average face value of \$12 (equivalent of \$86.27 in 2015) in 1967 (Klein; Crawford, Church, and Akin 70). Super Bowl XIV and the Rose Bowl saw the biggest crowd, with roughly 103,985 people in attendance. Aside from Super Bowl XIV, the Rose Bowl welcomed over 100,000 fans in Super Bowls XI, XVII, and XXI. Cowboys Stadium is the only other facility to see an attendance statistic of this sort. The average attendance for the remaining 44 Super Bowls is approximately 75,272 ("Super Bowl History").



Super Bowl popularity continues to grow, and so do ticket prices. Although the average face value of a single ticket has increased from \$12 to \$1,350 over the course of fifty years, this proves to be misleading given the increase in inflation over the same time period. Adjusting for the inflation, the ticket with the least expensive face value was Super Bowl VIII with a price of \$76.79. Prices grew steadily in the Super Bowl's earliest years, but have sky rocketed in more recent years. The most significant price increase of \$186.98 occurred between 2013's Super Bowl XLVII and 2014's Super Bowl XLVIII. The most recent Super Bowl tallied the largest average face value of \$1,350. These tickets are rarely sold at face value, though, guaranteeing steep prices for the general public (Smith; Crawford, Church, and Akin 70).

In a study completed by the Sports Management Research Institute of West Palm Beach, Florida, Kathleen Davis studied the demographics of Super Bowl goers in 2007. In her results, which were featured in The New York Times, she found, "the average visitor to the Super Bowl had a household income of \$222,318 a year and spend \$699 a person a day while in town" (Thomas). This limits the "average" fan's capability to attend the event. In order to provide a more inclusive experience, the NFL hosts several free or lost-cost events for local residents and visitors. Most famously, these events have included the NFL Experience and Super Bowl Village. For a small fee, the NFL Experience allows fans to channel their inner football player by kicking field goals, throwing passes, and running routes. Super Bowl Village is free to visitors and often includes concerts, zip lines, interactive games, and other fun activities suitable for the whole family.

Prices are not the only aspect of the ticket that has changed over the last half century. Each year, a new ticket design is created, often displaying a significant image to the host city. Incorporation of the stadium, city scape, or landmark is found on 36 of the 50 ticket designs. Of

the remaining designs, some displayed football players and others simply displayed words. Examples of the varying ticket designs can be seen in Figure 1. The ticket designs also often include an image of the prized Vince Lombardi trophy. All but ten of the Super Bowl tickets have incorporated the trophy in one way or another. Regardless of the simplicity or complexity, each ticket is a token of historical significance in the football world (“That’s the Ticket”).



Figure 1: Super Bowl ticket designs from Super Bowls I, XXXVI, and 50 ("That's the Ticket").

For those without tickets to the Super Bowl, most opt to watch the game on television. Since its inception, every Super Bowl game has been televised. In most cases, television networks buy the rights to show the game, but this has not always been the case. Prior to Super Bowl XIX in 1985, NBC and CBS alternated broadcasting rights each year. Super Bowl I is the only exception. In this particular case, partly due to the implementation of the merger, both networks televised the event. ABC first broadcasted the Super Bowl in 1985 with FOX joining the mix in 1999. Of the fifty Super Bowls, CBS and NBC have televised the event for a



combined total of 36 times. The other fourteen have been dispersed equally among ABC and FOX (“Will ‘Super Bowl XLVIII’ TV”). In junction with the game, these networks are paid to air advertisements. Super Bowl commercials are often satirical, but have a hefty price tag for a meager thirty seconds of airtime. Commercials airing during Super Bowl 50 cost companies roughly \$5 million. The least expensive advertisement (adjusted for inflation), airing during Super Bowl I, still cost upwards of \$269,595. For nearly three decades, the price of a single Super Bowl ad has been well above \$1 million (Crawford, Church, and Akin 70). Despite the large price, companies continue to reach fans through Super Bowl commercials.

Year after year, the Super Bowl reaches a record number of Americans. Over the course of fifty years, the Super Bowl has reached an average of more than 81 million people. Historically, NBC, FOX, and ABC have all had viewership records above this average. CBS’s viewership is nearly 1.5 million below average. Of the four NFL teams with eight Super Bowl appearances, the New England Patriots have the highest viewership average (95,792,000), which is nearly 15 million higher than the historical average. CBS’s broadcast of Super Bowl II in 1968 holds the record for lowest viewership, reaching only 39,120,000 people in the United States. On February 1, 2015, roughly 114,440,000 people tuned in to NBC to watch Super Bowl XLIX between the New England Patriots and Seattle Seahawks. This set a new viewership record and remains the most watched Super Bowl to date (“Will ‘Super Bowl XLVIII’ TV”).

At the start of each season, teams set the ultimate goal: reaching or winning the Super Bowl. Jack Youngblood, former defensive end for the Los Angeles Rams, once said, “In our society, you’re measured to a certain degree, right or wrong, by whether you win or lose. And there’s only one winner every year in the National Football League. Unfortunately, that’s how we measure success, but it’s also why we play – we want to be the one winner” (Peary). No



team understands this more than the Pittsburgh Steelers. That franchise has reached the Super Bowl eight times, winning six titles. The only other teams with eight Super Bowl appearances are the Dallas Cowboys, Denver Broncos, and New England Patriots, with five, three, and four Super Bowl wins, respectively. There are thirteen franchises that have never won a Super Bowl. Four of those teams have never reached the Super Bowl: the Cleveland Browns, Detroit Lions, Houston Texans, and Jacksonville Jaguars. Additionally, the Arizona Cardinals, Atlanta Falcons, San Diego Chargers, and Tennessee Titans have all appeared once, but were defeated. The Carolina Panthers, Cincinnati Bengals, and Philadelphia Eagles each tally two Super Bowl losses, while the Minnesota Vikings and Buffalo Bills each have four appearances with four losses. Even teams with multiple wins know all too well the difficulty associated with reaching a Super Bowl and winning (Day).

Football started as a recreational sport, but has transformed itself into one of the world's most popular professional sports. This transformation, which did not occur overnight, is now enjoyed by millions of fans everywhere. The growth in popularity has ensured the hype and excitement surrounding the Super Bowl. Fans flock to the host city each year, while millions of others watch the action from the comfort of their own homes. Since its inception fifty years ago, the Super Bowl has been among the highest rated television programs each year. Nothing is more satisfying than seeing one's favorite team lift that Lombardi Trophy in victory. Someday, I hope to have my own "Super Bowl winning" moment.

When I graduated high school in 2012, much like NFL teams set their sights on the Super Bowl, I set my sights on graduating with an actuarial science degree and joining the Federal Bureau of Investigation (FBI). As an eighteen year old, I thought I had my life figured out, but I would learn more about myself in four years than I ever dreamed possible. I learned life rarely

goes according to plan, living in the moment is much harder than it seems, and even amidst the biggest struggles, hard work always pays off. The actuarial science curriculum challenged me in a multitude of ways, from handling three math classes in a single semester to fine tuning my analytical skills. Over my four years, I have garnered a valuable skillset, but every time I thought about my future, the excitement I felt at eighteen to join the FBI or become an actuary was no longer present. I began to panic, my lifelong plan was crumbling, and for those that know me, this was nearly the end of the world.

The plan I had in place was formulated on what I thought I *should* do, rather than what I *wanted* to be do. Former Olympic Gold Medalist and FIFA World Cup Champion, Mia Hamm once said, "If you don't love what you do, you won't do it with much conviction or passion." Needing to find my passion, I began considering aspects of my life that remained constant. Immediately, I thought of my family and their support, and eventually, stumbled upon another constant, my love for sports. Sports have always played a substantial role in my life. As a result, I have realized that I want to connect my love for sports with future employment opportunities. Consequently, I plan to pursue a Master's degree in sports administration. While this seems like a radical shift away from actuarial science, I believe the two areas can work together hand-in-hand. There will always be applications of actuarial science and risk management in the sports world, and I will be able to apply the knowledge and skills already learned to my graduate studies.

My interest in the NFL began at young age, as a way to connect with my grandfather. However, it was my immediate family's influences that turned me into an Indianapolis Colts fan; no football season was ever complete in our house without the Colts on TV. As my brother and I got older, experiencing the Colts live and in person became an annual tradition that we eagerly

anticipated at the start of each season. My brother now lives in California, just minutes from the site of Super Bowl 50, and I had the opportunity to visit him Super Bowl weekend. For three days, we took part in the Super Bowl festivities, bonding over the game we both love. San Francisco housed the NFL Experience, where I kicked (and just missed) a 20-yard field goal and threw Peyton Manning-like passes. Memorabilia from the past and present lined the walls of the Mascone Center in the heart of downtown. I spent time on the Stanford University campus in Palo Alto, where the Denver Broncos practiced leading up to the big game. While I was not in attendance for Super Bowl 50, I saw the stadium and even heard the fly over during the National Anthem. Each aspect of my trip will resonate with me for a long time, allowing me to appreciate the history of the Super Bowl and its lasting impact.



## Appendix A

Dates, opponents, and scores for every Super Bowl beginning with the AFL-NFL World Championship game in 1967 ("NFL History").

	<b>Date</b>	<b>Home Team</b>	<b>Away Team</b>	<b>Score</b>
<b>Super Bowl I</b>	January 15, 1967	Green Bay Packers*	Kansas City Chiefs	35-10
<b>Super Bowl II</b>	January 14, 1968	Oakland Raiders	Green Bay Packers*	14-33
<b>Super Bowl III</b>	January 12, 1969	Baltimore Colts	New York Jets*	7-16
<b>Super Bowl IV</b>	January 11, 1970	Kansas City Chiefs*	Minnesota Vikings	23-7
<b>Super Bowl V</b>	January 17, 1971	Dallas Cowboys	Baltimore Colts*	13-16
<b>Super Bowl VI</b>	January 16, 1972	Miami Dolphins	Dallas Cowboys*	3-24
<b>Super Bowl VII</b>	January 14, 1973	Washington Redskins	Miami Dolphins*	7-14
<b>Super Bowl VIII</b>	January 13, 1974	Miami Dolphins*	Minnesota Vikings	24-7
<b>Super Bowl IX</b>	January 12, 1975	Minnesota Vikings	Pittsburgh Steelers*	6-16
<b>Super Bowl X</b>	January 18, 1976	Pittsburgh Steelers*	Dallas Cowboys	21-17
<b>Super Bowl XI</b>	January 9, 1977	Minnesota Vikings	Oakland Raiders*	14-32
<b>Super Bowl XII</b>	January 15, 1978	Denver Broncos	Dallas Cowboys*	10-27
<b>Super Bowl XIII</b>	January 21, 1979	Dallas Cowboys	Pittsburgh Steelers*	31-35
<b>Super Bowl XIV</b>	January 20, 1980	Pittsburgh Steelers*	Los Angeles Rams	31-19
<b>Super Bowl XV</b>	January 25, 1981	Philadelphia Eagles	Oakland Raiders*	10-27
<b>Super Bowl XVI</b>	January 24, 1982	Cincinnati Bengals	San Francisco 49ers*	21-26
<b>Super Bowl XVII</b>	January 30, 1983	Washington Redskins*	Miami Dolphins	27-17
<b>Super Bowl XVIII</b>	January 22, 1984	Los Angeles Raiders*	Washington Redskins	38-9
<b>Super Bowl XIX</b>	January 20, 1985	San Francisco 49ers*	Miami Dolphins	38-16
<b>Super Bowl XX</b>	January 26, 1986	New England Patriots	Chicago Bears*	10-46
<b>Super Bowl XXI</b>	January 25, 1987	New York Giants*	Denver Broncos	39-20
<b>Super Bowl XXII</b>	January 31, 1988	Denver Broncos	Washington Redskins*	10-42
<b>Super Bowl XXIII</b>	January 22, 1989	San Francisco 49ers*	Cincinnati Bengals	20-16
<b>Super Bowl XXIV</b>	January 28, 1990	Denver Broncos	San Francisco 49ers*	10-55
<b>Super Bowl XXV</b>	January 27, 1991	New York Giants*	Buffalo Bills	20-19
<b>Super Bowl XXVI</b>	January 26, 1992	Buffalo Bills	Washington Redskins*	24-37
<b>Super Bowl XXVII</b>	January 31, 1993	Dallas Cowboys*	Buffalo Bills	52-17
<b>Super Bowl XXVIII</b>	January 30, 1994	Buffalo Bills	Dallas Cowboys*	13-30
<b>Super Bowl XXIX</b>	January 29, 1995	San Francisco 49ers*	San Diego Chargers	49-26
<b>Super Bowl XXX</b>	January 28, 1996	Pittsburgh Steelers	Dallas Cowboys*	17-27
<b>Super Bowl XXXI</b>	January 26, 1997	Green Bay Packers*	New England Patriots	35-21

	<b>Date</b>	<b>Home Team</b>	<b>Away Team</b>	<b>Score</b>
<b>Super Bowl XXXII</b>	January 25, 1998	Denver Broncos*	Green Bay Packers	31-24
<b>Super Bowl XXXIII</b>	January 31, 1999	Atlanta Falcons	Denver Broncos*	19-34
<b>Super Bowl XXXIV</b>	January 30, 2000	Tennessee Titans	St. Louis Rams*	16-23
<b>Super Bowl XXXV</b>	January 28, 2001	New York Giants	Baltimore Ravens*	7-34
<b>Super Bowl XXXVI</b>	February 3, 2002	New England Patriots*	St. Louis Rams	20-17
<b>Super Bowl XXXVII</b>	January 26, 2003	Tampa Bay Buccaneers*	Oakland Raiders	48-21
<b>Super Bowl XXXVIII</b>	February 1, 2004	New England Patriots*	Carolina Panthers	32-29
<b>Super Bowl XXXIX</b>	February 6, 2005	Philadelphia Eagles	New England Patriots*	21-24
<b>Super Bowl XL</b>	February 5, 2006	Pittsburgh Steelers*	Seattle Seahawks	21-10
<b>Super Bowl XLI</b>	February 4, 2007	Chicago Bears	Indianapolis Colts*	17-29
<b>Super Bowl XLII</b>	February 3, 2008	New England Patriots	New York Giants*	14-17
<b>Super Bowl XLIII</b>	February 1, 2009	Arizona Cardinals	Pittsburgh Steelers*	23-27
<b>Super Bowl XLIV</b>	February 7, 2010	Indianapolis Colts	New Orleans Saints*	17-31
<b>Super Bowl XLV</b>	February 6, 2011	Pittsburgh Steelers	Green Bay Packers*	25-31
<b>Super Bowl XLVI</b>	February 5, 2012	New England Patriots	New York Giants*	17-21
<b>Super Bowl XLVII</b>	February 3, 2013	San Francisco 49ers	Baltimore Ravens*	31-34
<b>Super Bowl XLVIII</b>	February 2, 2014	Denver Broncos	Seattle Seahawks*	8-43
<b>Super Bowl XLIX</b>	February 1, 2015	Seattle Seahawks	New England Patriots*	24-28
<b>Super Bowl 50</b>	February 7, 2016	Denver Broncos*	Carolina Panthers	24-10

\*Indicates Super Bowl winner



## Appendix B

Listed are the locations and stadium name for each Super Bowl along with the total number of people in attendance each year ("NFL History").

	<b>Location</b>	<b>Stadium</b>	<b>Attendance</b>
<b>Super Bowl I</b>	Los Angeles, CA	Memorial Coliseum	61,946
<b>Super Bowl II</b>	Miami, FL	Orange Bowl	75,546
<b>Super Bowl III</b>	Miami, FL	Orange Bowl	75,389
<b>Super Bowl IV</b>	New Orleans, LA	Tulane Stadium	80,562
<b>Super Bowl V</b>	Miami, FL	Orange Bowl	79,204
<b>Super Bowl VI</b>	New Orleans, LA	Tulane Stadium	81,023
<b>Super Bowl VII</b>	Los Angeles, CA	Memorial Coliseum	90,182
<b>Super Bowl VIII</b>	Houston, TX	Rice Stadium	71,882
<b>Super Bowl IX</b>	New Orleans, LA	Tulane Stadium	80,997
<b>Super Bowl X</b>	Miami, FL	Orange Bowl	80,187
<b>Super Bowl XI</b>	Pasadena, CA	Rose Bowl	103,438
<b>Super Bowl XII</b>	New Orleans, LA	Louisiana Superdome	76,400
<b>Super Bowl XIII</b>	Miami, FL	Orange Bowl	79,484
<b>Super Bowl XIV</b>	Pasadena, CA	Rose Bowl	103,985
<b>Super Bowl XV</b>	New Orleans, LA	Louisiana Superdome	76,135
<b>Super Bowl XVI</b>	Pontiac, MI	Pontiac Silverdome	81,270
<b>Super Bowl XVII</b>	Pasadena, CA	Rose Bowl	103,667
<b>Super Bowl XVIII</b>	Tampa, FL	Tampa Stadium	72,920
<b>Super Bowl XIX</b>	Palo Alto, CA	Stanford Stadium	84,059
<b>Super Bowl XX</b>	New Orleans, LA	Louisiana Superdome	73,818
<b>Super Bowl XXI</b>	Pasadena, CA	Rose Bowl	101,063
<b>Super Bowl XXII</b>	San Diego, CA	Jack Murphy Stadium	73,302
<b>Super Bowl XXIII</b>	Miami Gardens, FL	Joe Robbie Stadium	75,129
<b>Super Bowl XXIV</b>	New Orleans, LA	Louisiana Superdome	72,919
<b>Super Bowl XXV</b>	Tampa, FL	Tampa Stadium	73,813
<b>Super Bowl XXVI</b>	Minneapolis, MN	Metrodome	63,130
<b>Super Bowl XXVII</b>	Pasadena, CA	Rose Bowl	98,374
<b>Super Bowl XXVIII</b>	Atlanta, GA	Georgia Dome	72,817
<b>Super Bowl XXIX</b>	Miami Gardens, FL	Joe Robbie Stadium	74,107
<b>Super Bowl XXX</b>	Tempe, AZ	Sun Devil Stadium	76,347
<b>Super Bowl XXXI</b>	New Orleans, LA	Louisiana Superdome	72,301



	<b>Location</b>	<b>Stadium</b>	<b>Attendance</b>
<b>Super Bowl XXXII</b>	San Diego, CA	Qualcomm Stadium	68,912
<b>Super Bowl XXXIII</b>	Miami Gardens, FL	Pro Player Stadium	74,803
<b>Super Bowl XXXIV</b>	Atlanta, GA	Georgia Dome	72,625
<b>Super Bowl XXXV</b>	Tampa, FL	Raymond James Stadium	71,921
<b>Super Bowl XXXVI</b>	New Orleans, LA	Louisiana Superdome	72,922
<b>Super Bowl XXXVII</b>	San Diego, CA	Qualcomm Stadium	67,603
<b>Super Bowl XXXVIII</b>	Houston, TX	Reliant Stadium	71,525
<b>Super Bowl XXXIX</b>	Jacksonville, FL	Alltel Stadium	78,125
<b>Super Bowl XL</b>	Detroit, MI	Ford Field	68,206
<b>Super Bowl XLI</b>	Miami Gardens, FL	Dolphin Stadium	74,512
<b>Super Bowl XLII</b>	Glendale, AZ	University of Phoenix Stadium	71,101
<b>Super Bowl XLIII</b>	Tampa, FL	Raymond James Stadium	70,774
<b>Super Bowl XLIV</b>	Miami Gardens, FL	Sun Life Stadium	74,059
<b>Super Bowl XLV</b>	Arlington, TX	Cowboys Stadium	103,219
<b>Super Bowl XLVI</b>	Indianapolis, IN	Lucas Oil Stadium	68,658
<b>Super Bowl XLVII</b>	New Orleans, LA	Mercedes-Benz Superdome	71,024
<b>Super Bowl XLVIII</b>	East Rutherford, NJ	MetLife Stadium	82,529
<b>Super Bowl XLIX</b>	Glendale, AZ	University of Phoenix Stadium	70,288
<b>Super Bowl 50</b>	Santa Clara, CA	Levi's Stadium	71,088

## Appendix C

Below is the average face value of each ticket adjusted for inflation using the December 2015 consumer price index (Smith; Crawford, Church, and Akin 70).

	Average Ticket Price (Face Value)	Consumer Price Index (CPI)	Inflation Adjusted Price (in 2015 dollars)
Super Bowl I	\$12	32.9	\$86.27
Super Bowl II	\$12	33.9	\$83.73
Super Bowl III	\$15	35.5	\$99.94
Super Bowl IV	\$15	37.7	\$94.11
Super Bowl V	\$15	39.8	\$89.14
Super Bowl VI	\$15	41.1	\$86.32
Super Bowl VII	\$15	42.5	\$83.48
Super Bowl VIII	\$15	46.2	\$76.79
Super Bowl IX	\$20	51.9	\$91.15
Super Bowl X	\$20	55.5	\$85.23
Super Bowl XI	\$20	58.2	\$81.28
Super Bowl XII	\$30	62.1	\$114.26
Super Bowl XIII	\$30	67.7	\$104.81
Super Bowl XIV	\$30	76.7	\$92.51
Super Bowl XV	\$40	86.3	\$109.63
Super Bowl XVI	\$40	94	\$100.65
Super Bowl XVII	\$40	97.6	\$96.94
Super Bowl XVIII	\$60	101.3	\$140.09
Super Bowl XIX	\$60	105.3	\$134.77
Super Bowl XX	\$75	109.3	\$162.30
Super Bowl XXI	\$75	110.5	\$160.54
Super Bowl XXII	\$100	115.4	\$204.96
Super Bowl XXIII	\$100	120.5	\$196.29
Super Bowl XXIV	\$125	126.1	\$234.46
Super Bowl XXV	\$150	133.8	\$265.16
Super Bowl XXVI	\$150	137.9	\$257.28
Super Bowl XXVII	\$175	141.9	\$291.70
Super Bowl XXVIII	\$175	145.8	\$283.89
Super Bowl XXIX	\$200	149.7	\$316.00
Super Bowl XXX	\$275	153.5	\$423.74

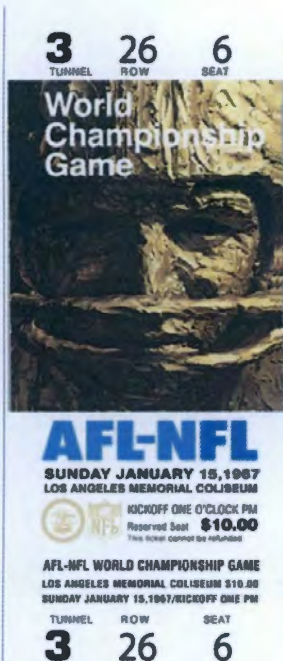
	Average Ticket Price (Face Value)	Consumer Price Index (CPI)	Inflation Adjusted Price (in 2015 dollars)
<b>Super Bowl XXXI</b>	\$275	158.6	\$410.12
<b>Super Bowl XXXII</b>	\$275	161.3	\$403.25
<b>Super Bowl XXXIII</b>	\$325	163.9	\$469.01
<b>Super Bowl XXXIV</b>	\$325	168.3	\$456.75
<b>Super Bowl XXXV</b>	\$325	174	\$441.79
<b>Super Bowl XXXVI</b>	\$400	176.7	\$535.43
<b>Super Bowl XXXVII</b>	\$450	180.9	\$588.37
<b>Super Bowl XXXVIII</b>	\$500	184.3	\$641.68
<b>Super Bowl XXXIX</b>	\$550	190.3	\$683.60
<b>Super Bowl XL</b>	\$650	196.8	\$781.21
<b>Super Bowl XLI</b>	\$650	201.8	\$761.85
<b>Super Bowl XLII</b>	\$800	210.036	\$900.89
<b>Super Bowl XLIII</b>	\$800	210.228	\$900.07
<b>Super Bowl XLIV</b>	\$900	215.949	\$985.75
<b>Super Bowl XLV</b>	\$900	219.179	\$971.23
<b>Super Bowl XLVI</b>	\$900	225.672	\$943.28
<b>Super Bowl XLVII</b>	\$1,050	229.601	\$1,081.66
<b>Super Bowl XLVIII</b>	\$1,250	233.049	\$1,268.64
<b>Super Bowl XLIX</b>	\$1,300	234.812	\$1,309.48
<b>Super Bowl 50</b>	\$1,350	236.525	\$1,350.00



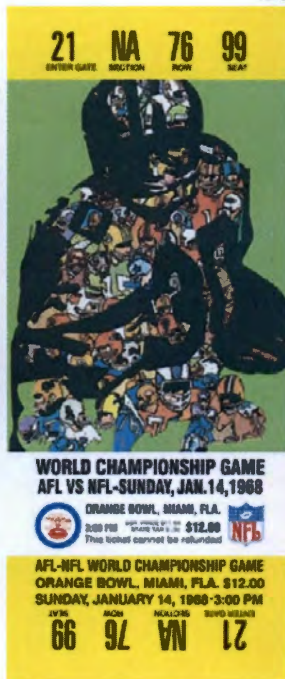
## Appendix D

The uniqueness of each Super Bowl ticket over fifty years can be seen below ("That's the Ticket").

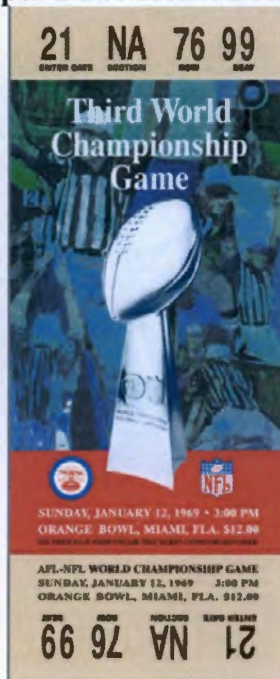
### Super Bowl Ticket Designs



Super Bowl I



Super Bowl II



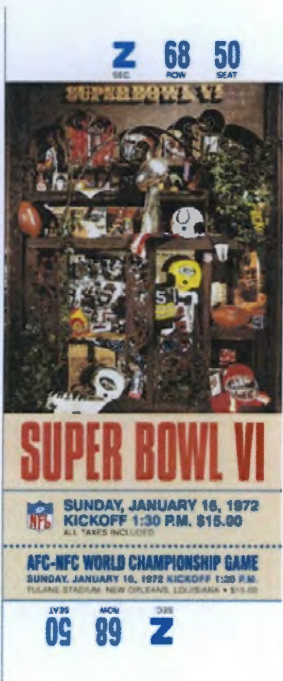
Super Bowl III



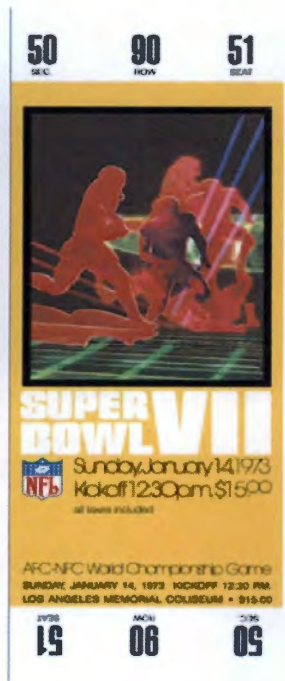
Super Bowl IV



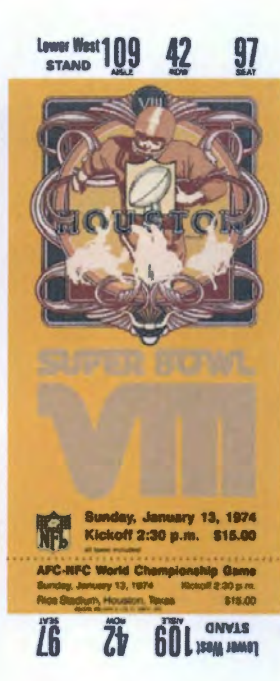
Super Bowl V



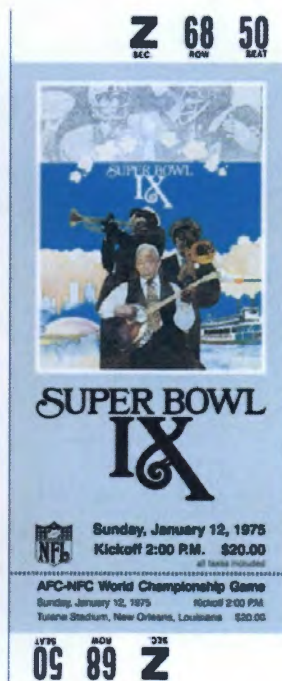
Super Bowl VI



Super Bowl VII



Super Bowl VIII



Super Bowl IX



Super Bowl X



## Super Bowl Ticket Designs

**Z 30 90 45**  
GATE TUNNEL ROW SEAT

AFC-NFC World Championship Game  
Sunday, January 25, 1987 • 3:00 PM  
Rose Bowl, Pasadena, California \$75.00

**SUPER BOWL XXI**

Sunday, January 25, 1987  
3:00 PM Gates Open 12 Days  
\$75.00 All Taxes Included

**Z 30 90 45**  
GATE TUNNEL ROW SEAT

Super Bowl XXI

**T 70 10 10**  
GATE SECTION ROW SEAT

AFC-NFC World Championship Game  
Sunday, January 31, 1988 5:00 PM  
San Diego Jack Murphy Stadium \$100.00

**SUPER BOWL XXII**

Sunday, January 31, 1988 Gates Open 12 Days  
San Diego Jack Murphy Stadium  
\$100.00 All Taxes Included

**T 70 10 10**  
GATE SECTION ROW SEAT  
FIELD LEVEL

Super Bowl XXII

**J 623 89 26**  
GATE SECTION ROW SEAT

AFC-NFC World Championship Game  
Sunday, January 26, 1989 • 5:00 PM  
AT&T Stadium • Dallas, Texas \$100.00

**SUPER BOWL XXIII**

Sunday, January 26, 1989 • Gates Open 12 Days  
AT&T Stadium • Dallas, Texas  
\$100.00 All Taxes Included

**J 623 89 26**  
GATE SECTION ROW SEAT  
LOWER

Super Bowl XXIII

**X 724 12 15**  
GATE SECTION ROW SEAT

AFC-NFC World Championship Game  
Sunday, January 28, 1990 • 4:00 PM  
Superdome • New Orleans \$125.00

**SUPER BOWL XXIV**

Sunday, January 28, 1990 • Gates Open 12 Days  
Louisiana Superdome • New Orleans  
\$125.00 All Taxes Included

**X 724 12 15**  
GATE SECTION ROW SEAT  
TERRACE

Super Bowl XXIV

**EAST 3 66**  
STANDS GATE SEC  
**65 27 27**  
AILE ROW SEAT

SUNDAY, JANUARY 29, 1991  
6:00 PM  
GATES OPEN 5:00 PM  
\$150.00 ALL TAXES INCLUDED

**SUPER BOWL XXV**

AFC-NFC WORLD CHAMPIONSHIP GAME  
SUNDAY, JANUARY 29, 1991 • 6:00 PM  
TAMPA STADIUM, TAMPA, FLORIDA • \$150

**EAST 3 66**  
STANDS GATE SEC  
**65 27 27**  
AILE ROW SEAT

Super Bowl XXV

**I 192 01 26**  
GATE SECTION ROW SEAT

AFC-NFC World Championship Game  
Sunday, January 26, 1992 • 5:00 PM  
Metroland • Minneapolis, Minnesota  
\$150 All Taxes Included  
Gates Open At 2:00 PM

**SUPER BOWL XXVI**

AFC-NFC World Championship Game  
Sunday, January 26, 1992 • 5:00 PM  
Metroland • Minneapolis, Minnesota  
\$150 All Taxes Included

**I 192 01 26**  
GATE SECTION ROW SEAT

Super Bowl XXVI

**V 87 83 80**  
GATE TUNNEL ROW SEAT

AFC-NFC World Championship Game  
Sunday, January 31, 1993 • 3:00 PM  
Rose Bowl • Pasadena, California  
\$175 All Taxes Included  
Gates Open At 12:00 PM

**SUPER BOWL XXVII**

AFC-NFC World Championship Game  
Sunday, January 31, 1993 • 3:00 PM  
Rose Bowl • Pasadena, California  
\$175 All Taxes Included

**V 87 83 80**  
GATE TUNNEL ROW SEAT

Super Bowl XXVII

**1 01 30 94**  
GATE SECTION ROW SEAT

AFC-NFC World Championship Game  
Sunday, January 30, 1994 • 6:00 PM  
Georgia Dome, Atlanta  
\$175 All Taxes Included  
Gates Open At 5:00 PM

**SUPER BOWL XXVIII**

AFC-NFC World Championship Game  
Sunday, January 30, 1994 • 6:00 PM  
Georgia Dome, Atlanta  
\$175 All Taxes Included

**1 01 30 94**  
GATE SECTION ROW SEAT  
LOWER LEVEL

Super Bowl XXVIII

**A 01 29 004**  
GATE SECTION ROW SEAT

AFC-NFC World Championship Game  
Sunday, January 29, 1995 • 6:00 PM  
Joe Robbie Stadium, Miami  
\$200 All Taxes Included  
Gates Open At 3:00 PM

**SUPER BOWL XXIX**

AFC-NFC World Championship Game  
Sunday, January 29, 1995 • 6:00 PM  
Joe Robbie Stadium, Miami  
\$200 All Taxes Included

**A 01 29 004**  
GATE SECTION ROW SEAT  
LOWER LEVEL

Super Bowl XXIX

**E 30 128 95**  
GATE SECTION ROW SEAT

AFC-NFC World Championship Game  
Sunday, January 28, 1996 • 4:00 PM  
Sun Devil Stadium, Arizona  
\$350 All Taxes Included  
Gates Open At 5:00 PM

**SUPER BOWL XXX**

AFC-NFC World Championship Game  
Sunday, January 28, 1996 • 4:00 PM  
Sun Devil Stadium, Arizona  
\$350 All Taxes Included

**E 30 128 95**  
GATE SECTION ROW SEAT  
LOWER LEVEL

Super Bowl XXX



## Super Bowl Ticket Designs

IV<sup>TH</sup> 831 70 78  
GATE SECTION ROW SEAT  
TERRACE

**Super Bowl XXXI**  
AFC-NFC World Championship Game  
Sunday, January 26, 1997 • 6:00 P.M.  
LOUISIANA SUPERDOME  
NEW ORLEANS  
\$275 ALL TAXES INCLUDED  
GATES OPEN AT 2:00 P.M.

**SUPER BOWL XXXI**  
SUNDAY, JANUARY 26, 1997 • 6:00 P.M.  
LOUISIANA SUPERDOME  
NEW ORLEANS  
\$275 ALL TAXES INCLUDED

GATE SECTION ROW SEAT  
IV 831 70 78

Super Bowl XXXI

VII 01 14 73  
GATE SECTION ROW SEAT  
FIELD

**Super Bowl XXXII**  
AFC-NFC World Championship Game  
Sunday, January 23, 1998  
QUALCOMM STADIUM, SAN DIEGO  
\$275 ALL TAXES INCLUDED  
GATES OPEN AT NOON

**SUPER BOWL XXXII**  
SUNDAY, JANUARY 23, 1998 • 3:00 P.M.  
QUALCOMM STADIUM, SAN DIEGO  
\$275 ALL TAXES INCLUDED

GATE SECTION ROW SEAT  
VII 01 14 73

Super Bowl XXXII

VII 12 66 85  
GATE SECTION ROW SEAT  
LOWER LEVEL

**Super Bowl XXXIII**  
AFC-NFC World Championship Game  
Sunday, January 31, 1999 • 6:00 P.M.  
PRO PLAYER STADIUM, MIAMI  
\$325 ALL TAXES INCLUDED  
GATES OPEN AT 3:00 P.M.

**SUPER BOWL XXXIII**  
SUNDAY, JANUARY 31, 1999 • 6:00 P.M.  
PRO PLAYER STADIUM, MIAMI  
\$325 ALL TAXES INCLUDED

GATE SECTION ROW SEAT  
VII 12 66 85

Super Bowl XXXIII

P 2000 34 02  
GATE SECTION ROW SEAT  
LOWER LEVEL

**Super Bowl XXXIV**  
AFC-NFC World Championship Game  
Sunday, January 30, 2000 • 6:00 P.M.  
GEORGIA DOME, ATLANTA  
\$399 ALL TAXES INCLUDED  
GATES OPEN AT 3:00 P.M.

**SUPER BOWL XXXIV**  
SUNDAY, JANUARY 30, 2000 • 6:00 P.M.  
GEORGIA DOME, ATLANTA  
\$399 ALL TAXES INCLUDED

GATE SECTION ROW SEAT  
P 2000 34 02

Super Bowl XXXIV

G 335 32 24  
GATE SECTION ROW SEAT  
LOWER LEVEL

**Super Bowl XXXV**  
AFC-NFC World Championship Game  
Sunday, January 28, 2001 • 6:00 P.M.  
RAYMOND JAMES STADIUM, TAMPA  
\$325 ALL TAXES INCLUDED  
GATES OPEN AT 3:00 P.M.

**SUPER BOWL XXXV**  
SUNDAY, JANUARY 28, 2001 • 6:00 P.M.  
RAYMOND JAMES STADIUM, TAMPA  
\$325 ALL TAXES INCLUDED

GATE SECTION ROW SEAT  
G 335 32 24

Super Bowl XXXV

R 09 11 01  
GATE SECTION ROW SEAT  
TERRACE

**Super Bowl XXXVI**  
AFC-NFC World Championship Game  
Sunday, February 3, 2002 • 5:00 P.M.  
LOUISIANA SUPERDOME, NEW ORLEANS  
\$400 ALL TAXES INCLUDED  
GATES OPEN AT 1:00 P.M.

**SUPER BOWL XXXVI**  
SUNDAY, FEBRUARY 3, 2002 • 5:00 P.M.  
LOUISIANA SUPERDOME, NEW ORLEANS  
\$400 ALL TAXES INCLUDED

GATE SECTION ROW SEAT  
R 09 11 01

Super Bowl XXXVI

GATE SECTION ROW SEAT  
FIELD LEVEL

**Super Bowl XXXVII**  
AFC-NFC World Championship Game  
Sunday, January 26, 2003 • 3:00 P.M.  
QUALCOMM STADIUM, SAN DIEGO  
\$400 ALL TAXES INCLUDED  
GATES OPEN AT 11:00 A.M.

**SUPER BOWL XXXVII**  
SUNDAY, JANUARY 26, 2003 • 3:00 P.M.  
QUALCOMM STADIUM, SAN DIEGO  
\$400 ALL TAXES INCLUDED

GATE SECTION ROW SEAT

Super Bowl XXXVII

GATE SECTION ROW SEAT  
LOWER LEVEL

**Super Bowl XXXVIII**  
AFC-NFC World Championship Game  
Sunday, February 1, 2004 • 6:00 P.M.  
RELIANT STADIUM, HOUSTON  
\$400 EXCEPT FROM TEXAS STATE SALES TAX  
GATES OPEN AT 4:00 P.M.

**SUPER BOWL XXXVIII**  
SUNDAY, FEBRUARY 1, 2004 • 6:00 P.M.  
RELIANT STADIUM, HOUSTON  
\$400 EXCEPT FROM TEXAS STATE SALES TAX

GATE SECTION ROW SEAT

Super Bowl XXXVIII

W 08 22 26  
GATE SECTION ROW SEAT  
CLUB 39

**Super Bowl XXXIX**  
AFC-NFC World Championship Game  
Sunday, February 8, 2005 • 6:00 P.M.  
ALLTEL STADIUM, JACKSONVILLE  
\$600 EXCEPT FROM FLORIDA STATE SALES TAX  
GATES OPEN AT 3:00 P.M.

**SUPER BOWL XXXIX**  
SUNDAY, FEBRUARY 8, 2005 • 6:00 P.M.  
ALLTEL STADIUM, JACKSONVILLE  
\$600 EXCEPT FROM FLORIDA STATE SALES TAX

GATE SECTION ROW SEAT  
W 08 22 26

Super Bowl XXXIX

08 22 26  
SECTION ROW SEAT  
CLUB/SUITE NORTH

**Super Bowl XL**  
AFC-NFC World Championship Game  
Sunday, February 5, 2006 • 6:00 P.M.  
FORD FIELD, DETROIT, MI  
\$700 GATES OPEN AT 3:00 P.M.

**SUPER BOWL XL**  
SUNDAY, FEBRUARY 5, 2006 • 6:00 P.M.  
FORD FIELD, DETROIT, MI  
\$700 GATES OPEN AT 3:00 P.M.

SECTION ROW SEAT  
08 22 26

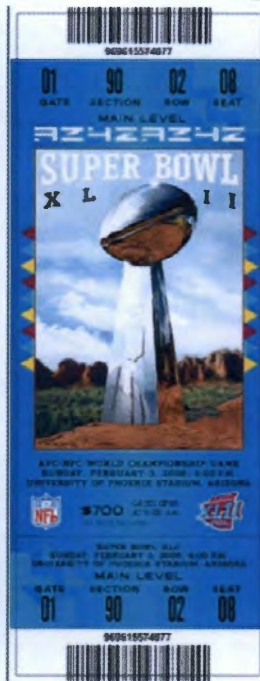
Super Bowl XL



## Super Bowl Ticket Designs



Super Bowl XLI



Super Bowl XLII



Super Bowl XLIII



Super Bowl XLIV



Super Bowl XLV



Super Bowl XLVI



Super Bowl XLVII



Super Bowl XLVIII



Super Bowl XLIX



Super Bowl 50



## Appendix E

Listed below are the broadcasting networks, the viewership numbers for each game, and the 30-second commercial cost adjusted for inflation using the consumer price index from December 2015 (“Will ‘Super Bowl XLVIII’ TV”; Crawford, Church, and Akin 70).

	<b>Broadcasting Network</b>	<b>Viewership</b>	<b>Commercial Cost</b>	<b>CPI</b>	<b>Inflation Adjusted Cost</b>
<b>Super Bowl I</b>	CBS	51,180,000	\$42,500	32.9	\$305,541.41
	NBC		\$37,500		\$269,595.36
<b>Super Bowl II</b>	CBS	39,120,000	\$54,500	33.9	\$380,254.06
<b>Super Bowl III</b>	NBC	41,660,000	\$55,000	35.5	\$366,447.18
<b>Super Bowl IV</b>	CBS	44,270,000	\$78,200	37.7	\$490,616.84
<b>Super Bowl V</b>	NBC	46,040,000	\$72,500	39.8	\$430,855.84
<b>Super Bowl VI</b>	CBS	56,640,000	\$86,100	41.1	\$495,493.98
<b>Super Bowl VII</b>	NBC	53,320,000	\$88,100	42.5	\$490,302.41
<b>Super Bowl VIII</b>	CBS	51,700,000	\$103,500	46.2	\$529,877.44
<b>Super Bowl IX</b>	NBC	56,050,000	\$107,000	51.9	\$487,633.43
<b>Super Bowl X</b>	CBS	57,710,000	\$110,000	55.5	\$468,788.29
<b>Super Bowl XI</b>	NBC	62,050,000	\$125,000	58.2	\$508,000.43
<b>Super Bowl XII</b>	CBS	78,940,000	\$162,300	62.1	\$618,164.37
<b>Super Bowl XIII</b>	NBC	74,740,000	\$185,000	67.7	\$646,338.63
<b>Super Bowl XIV</b>	CBS	76,240,000	\$222,000	76.7	\$684,596.48
<b>Super Bowl XV</b>	NBC	68,290,000	\$275,000	86.3	\$753,700.75
<b>Super Bowl XVI</b>	CBS	85,240,000	\$324,300	94	\$816,011.25
<b>Super Bowl XVII</b>	NBC	81,770,000	\$400,000	97.6	\$969,364.75
<b>Super Bowl XVIII</b>	CBS	77,620,000	\$368,200	101.3	\$859,708.84
<b>Super Bowl XIX</b>	ABC	85,530,000	\$525,000	105.3	\$1,179,255.70
<b>Super Bowl XX</b>	NBC	92,570,000	\$550,000	109.3	\$1,190,198.99
<b>Super Bowl XXI</b>	CBS	87,190,000	\$600,000	110.5	\$1,284,298.64
<b>Super Bowl XXII</b>	ABC	80,140,000	\$645,000	115.4	\$1,321,998.48
<b>Super Bowl XXIII</b>	NBC	81,590,000	\$675,000	120.5	\$1,324,932.57
<b>Super Bowl XXIV</b>	CBS	73,852,000	\$700,400	126.1	\$1,313,736.00
<b>Super Bowl XXV</b>	ABC	79,510,000	\$800,000	133.8	\$1,414,200.30
<b>Super Bowl XXVI</b>	CBS	79,590,000	\$850,000	137.9	\$1,457,913.34
<b>Super Bowl XXVII</b>	NBC	90,990,000	\$850,000	141.9	\$1,416,816.42
<b>Super Bowl XXVIII</b>	NBC	90,000,000	\$900,000	145.8	\$1,460,030.86
<b>Super Bowl XXIX</b>	ABC	83,420,000	\$1,150,000	149.7	\$1,816,992.32



	<b>Broadcasting Network</b>	<b>Viewership</b>	<b>Commercial Cost</b>	<b>CPI</b>	<b>Inflation Adjusted Cost</b>
<b>Super Bowl XXX</b>	NBC	94,080,000	\$1,085,000	153.5	\$1,671,854.23
<b>Super Bowl XXXI</b>	FOX	87,870,000	\$1,200,000	158.6	\$1,789,596.47
<b>Super Bowl XXXII</b>	NBC	90,000,000	\$1,291,000	161.3	\$1,893,079.82
<b>Super Bowl XXXIII</b>	FOX	83,720,000	\$1,600,000	163.9	\$2,308,968.88
<b>Super Bowl XXXIV</b>	ABC	88,465,000	\$2,100,000	168.3	\$2,951,292.34
<b>Super Bowl XXXV</b>	CBS	84,335,000	\$2,200,000	174	\$2,990,545.98
<b>Super Bowl XXXVI</b>	FOX	86,801,000	\$2,200,000	176.7	\$2,944,850.03
<b>Super Bowl XXXVII</b>	ABC	88,637,000	\$2,200,000	180.9	\$2,876,478.72
<b>Super Bowl XXXVIII</b>	CBS	89,795,000	\$2,303,200	184.3	\$2,955,856.65
<b>Super Bowl XXXIX</b>	FOX	86,072,000	\$2,400,000	190.3	\$2,982,974.25
<b>Super Bowl XL</b>	ABC	90,745,000	\$2,500,000	196.8	\$3,004,636.69
<b>Super Bowl XLI</b>	CBS	93,184,000	\$2,385,365	201.8	\$2,795,829.81
<b>Super Bowl XLII</b>	FOX	97,448,000	\$2,699,963	210.036	\$3,040,472.82
<b>Super Bowl XLIII</b>	NBC	98,732,000	\$3,000,000	210.228	\$3,375,264.00
<b>Super Bowl XLIV</b>	CBS	106,476,000	\$2,800,000	215.949	\$3,066,788.92
<b>Super Bowl XLV</b>	FOX	111,010,000	\$3,100,000	219.179	\$3,345,336.46
<b>Super Bowl XLVI</b>	NBC	111,346,000	\$3,500,000	225.672	\$3,668,321.72
<b>Super Bowl XLVII</b>	CBS	108,690,000	\$4,000,000	229.601	\$4,120,626.65
<b>Super Bowl XLVIII</b>	FOX	112,200,000	\$4,000,000	233.049	\$4,059,661.27
<b>Super Bowl XLIX</b>	NBC	114,440,000	\$4,500,000	234.812	\$4,532,828.39
<b>Super Bowl 50</b>	CBS	111,860,000	\$5,000,000	236.525	\$5,000,000.00

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